

**Table A-7. Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Revenue and Expenses for Taxable and Tax-Exempt Firms, by Kind of Business: 1997 and 1998**

| Item  | Total broadcasting<br>(SIC 483) |      |                                 | Radio<br>(SIC 4832) |      |                                 | Television<br>(SIC 4833) |      |                                 |
|---|---------------------------------|------|---------------------------------|---------------------|------|---------------------------------|--------------------------|------|---------------------------------|
|   | Dollar volume                   |      | Year-to-year ratio<br>1998/1997 | Dollar volume       |      | Year-to-year ratio<br>1998/1997 | Dollar volume            |      | Year-to-year ratio<br>1998/1997 |
|   | 1998                            | 1997 |                                 | 1998                | 1997 |                                 | 1998                     | 1997 |                                 |
| <b>Total Revenue</b>  |                                 |      |                                 |                     |      |                                 |                          |      |                                 |
| Total .....   | 1.4                             | 1.5  | 0.8                             | 2.9                 | 3.0  | 1.5                             | 1.8                      | 1.8  | 0.9                             |
| <b>Operating Expenses</b>   |                                 |      |                                 |                     |      |                                 |                          |      |                                 |
| Total .....   | 2.2                             | 1.7  | 1.1                             | 3.4                 | 3.1  | 1.7                             | 3.0                      | 2.0  | 1.3                             |
| Annual payroll .....  | 1.4                             | 1.9  | 1.1                             | 3.1                 | 3.5  | 1.8                             | 1.9                      | 2.2  | 1.2                             |
| Employer contributions to Social Security and other supplemental benefits ..... | 1.5                             | 2.1  | 1.1                             | 2.4                 | 4.0  | 2.7                             | 2.1                      | 2.5  | 0.9                             |
| Broadcast rights .....  | 3.9                             | 2.6  | 1.1                             | 7.5                 | 7.2  | 1.4                             | 4.1                      | 2.7  | 1.1                             |
| Music license fees .....  | 2.2                             | 1.7  | 1.5                             | 3.9                 | 3.0  | 2.2                             | 1.6                      | 1.1  | 1.3                             |
| Depreciation .....  | 2.4                             | 2.9  | 3.4                             | 5.1                 | 5.7  | 4.4                             | 3.6                      | 3.4  | 4.3                             |
| Lease and rental .....  | 3.6                             | 4.2  | 2.7                             | 4.7                 | 5.5  | 3.9                             | 5.8                      | 6.1  | 3.8                             |
| Purchased repairs .....   | 3.1                             | 3.2  | 2.6                             | 7.6                 | 5.0  | 4.5                             | 4.4                      | 4.0  | 3.5                             |
| Insurance .....   | 4.3                             | 2.6  | 3.5                             | 4.9                 | 3.9  | 2.2                             | 5.8                      | 3.6  | 6.1                             |
| Telephone and other purchased communication services .....                      | 2.2                             | 2.7  | 1.4                             | 4.4                 | 4.9  | 2.8                             | 2.5                      | 2.8  | 1.7                             |
| Purchased utilities .....   | 3.0                             | 3.1  | 2.0                             | 4.9                 | 5.0  | 3.0                             | 3.8                      | 4.0  | 2.0                             |
| Purchased advertising .....   | 6.5                             | 4.8  | 1.7                             | 4.3                 | 3.2  | 2.2                             | 9.6                      | 7.0  | 2.2                             |
| Taxes .....   | 2.5                             | 3.2  | 2.3                             | 5.3                 | 6.4  | 5.4                             | 3.2                      | 3.5  | 4.0                             |
| Other operating expenses .....  | 2.4                             | 1.9  | 1.9                             | 4.6                 | 3.2  | 2.8                             | 4.0                      | 2.3  | 2.7                             |

**Table A-8. Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Operating Revenue and Expenses for Taxable Firms, by Kind of Business: 1997 and 1998**

| Item   | Total broadcasting<br>(SIC 483) |      |  | Radio<br>(SIC 4832) |      |  |                  | Television<br>(SIC 4833) |               |      |  |                  |      |
|--|---------------------------------|------|--|---------------------|------|--|------------------|--------------------------|---------------|------|--|------------------|------|
|  | Dollar volume                   |      | Year-to-year<br>ratio<br>1998/<br>1997 | Dollar volume       |      | Year-to-year<br>ratio<br>1998/<br>1997 | Percent of total |                          | Dollar volume |      | Year-to-year<br>ratio<br>1998/<br>1997 | Percent of total |      |
|  | 1998                            | 1997 |  | 1998                | 1997 |  | 1998             | 1997                     | 1998          | 1997 |  | 1998             | 1997 |
| <b>Operating Revenue</b>   |                                 |      |  |                     |      |  |                  |                          |               |      |  |                  |      |
| Total .....  | 1.5                             | 1.6  | 0.8                                    | 3.0                 | 3.2  | 1.5                                    | (X)              | (X)                      | 1.8           | 1.8  | 0.9                                    | (X)              | (X)  |
| Station time sales .....   | 1.7                             | 2.1  | 0.8                                    | 2.7                 | 2.8  | 1.5                                    | 0.6              | 0.6                      | 2.3           | 2.9  | 1.0                                    | 1.6              | 1.6  |
| Network compensation ..  | 4.3                             | 5.3  | 2.5                                    | 6.3                 | 3.6  | 4.1                                    | 4.5              | 3.4                      | 5.2           | 6.0  | 2.9                                    | 5.1              | 5.6  |
| National/regional advertising .....  | 2.0                             | 2.3  | 1.0                                    | 3.6                 | 4.5  | 2.4                                    | 1.7              | 2.4                      | 2.2           | 2.6  | 1.1                                    | 1.4              | 1.3  |
| Local advertising .....  | 1.7                             | 2.2  | 0.8                                    | 2.7                 | 2.6  | 1.5                                    | 0.9              | 1.1                      | 2.8           | 3.3  | 1.1                                    | 2.2              | 2.1  |
| Network time sales .....   | 3.2                             | 1.9  | 1.1                                    | 9.8                 | 9.3  | 2.2                                    | 7.1              | 6.6                      | 3.4           | 2.0  | 1.1                                    | 2.2              | 2.2  |
| Other operating revenue ..   | 3.4                             | 4.0  | 3.1                                    | 11.2                | 8.7  | 4.3                                    | 8.3              | 6.4                      | 3.3           | 4.5  | 3.4                                    | 3.0              | 4.0  |
| <b>Operating Expenses</b>  |                                 |      |  |                     |      |  |                  |                          |               |      |  |                  |      |
| Total .....  | 2.3                             | 1.8  | 1.2                                    | 3.5                 | 3.3  | 1.8                                    | (X)              | (X)                      | 3.2           | 2.1  | 1.4                                    | (X)              | (X)  |
| Annual payroll .....   | 1.5                             | 2.0  | 1.1                                    | 3.2                 | 3.6  | 1.8                                    | 1.0              | 0.9                      | 1.9           | 2.3  | 1.3                                    | 1.9              | 1.6  |
| Employer contributions to Social Security and other supplemental benefits .. | 1.6                             | 2.2  | 1.1                                    | 2.4                 | 4.3  | 2.8                                    | 2.2              | 2.8                      | 2.1           | 2.6  | 0.9                                    | 1.9              | 1.8  |
| Broadcast rights .....   | 4.1                             | 2.7  | 1.1                                    | 7.8                 | 7.5  | 1.6                                    | 6.1              | 5.7                      | 4.2           | 2.8  | 1.2                                    | 1.3              | 1.6  |
| Music license fees .....   | 2.2                             | 1.7  | 1.5                                    | 4.0                 | 3.0  | 2.2                                    | 3.2              | 2.3                      | 1.6           | 1.1  | 1.4                                    | 2.7              | 1.9  |
| Depreciation .....   | 2.5                             | 3.1  | 3.6                                    | 5.4                 | 6.1  | 4.6                                    | 3.8              | 5.7                      | 3.7           | 3.5  | 4.5                                    | 1.8              | 3.7  |
| Lease and rental .....   | 3.9                             | 4.6  | 2.7                                    | 4.8                 | 5.9  | 3.6                                    | 2.9              | 4.0                      | 6.3           | 6.8  | 3.9                                    | 7.0              | 6.9  |
| Purchased repairs .....  | 3.2                             | 3.4  | 2.7                                    | 8.6                 | 5.6  | 4.8                                    | 6.6              | 4.4                      | 4.7           | 4.2  | 3.8                                    | 4.7              | 3.6  |
| Insurance .....  | 4.6                             | 2.7  | 3.7                                    | 5.1                 | 4.1  | 2.3                                    | 2.9              | 3.0                      | 6.2           | 3.7  | 6.7                                    | 6.8              | 3.4  |
| Telephone and other purchased communication services ..                      | 2.3                             | 2.9  | 1.5                                    | 4.8                 | 5.3  | 2.9                                    | 2.7              | 3.3                      | 2.7           | 2.9  | 1.9                                    | 1.7              | 1.7  |
| Purchased utilities .....  | 2.6                             | 2.9  | 2.0                                    | 5.5                 | 5.6  | 3.0                                    | 4.1              | 4.2                      | 3.6           | 3.1  | 2.1                                    | 3.4              | 3.2  |
| Purchased advertising .....  | 6.7                             | 4.9  | 1.8                                    | 4.4                 | 3.2  | 2.3                                    | 2.5              | 2.6                      | 9.8           | 7.1  | 2.3                                    | 5.0              | 5.4  |
| Taxes .....  | 2.5                             | 3.3  | 2.5                                    | 5.6                 | 6.5  | 5.4                                    | 3.3              | 6.3                      | 3.3           | 3.5  | 4.0                                    | 3.0              | 3.9  |
| Other operating expenses ..  | 2.7                             | 2.1  | 2.1                                    | 4.7                 | 3.4  | 3.0                                    | 1.8              | 1.8                      | 4.5           | 2.6  | 3.0                                    | 2.3              | 1.6  |

X Not applicable.

**Table A-9. Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Revenue and Expenses for Tax-Exempt Firms, by Kind of Business: 1997 and 1998**

| Item  | Total broadcasting<br>(SIC 483) |      |                                 | Radio<br>(SIC 4832) |      |                                 | Television<br>(SIC 4833) |      |                                 |
|---|---------------------------------|------|---------------------------------|---------------------|------|---------------------------------|--------------------------|------|---------------------------------|
|   | Dollar volume                   |      | Year-to-year ratio<br>1998/1997 | Dollar volume       |      | Year-to-year ratio<br>1998/1997 | Dollar volume            |      | Year-to-year ratio<br>1998/1997 |
|   | 1998                            | 1997 |                                 | 1998                | 1997 |                                 | 1998                     | 1997 |                                 |
| <b>Total Revenue</b>  |                                 |      |                                 |                     |      |                                 |                          |      |                                 |
| Total .....   | 2.7                             | 3.3  | 1.3                             | 13.1                | 12.1 | 2.4                             | 2.8                      | 2.8  | 1.3                             |
| <b>Operating Expenses</b>   |                                 |      |                                 |                     |      |                                 |                          |      |                                 |
| Total .....   | 2.7                             | 3.3  | 0.5                             | 13.1                | 12.4 | 1.6                             | 2.5                      | 2.8  | 0.5                             |
| Annual payroll .....  | 3.6                             | 4.3  | 1.0                             | 11.4                | 11.5 | 2.4                             | 3.9                      | 4.1  | 1.2                             |
| Employer contributions to Social Security and other supplemental benefits ..... | 3.9                             | 4.6  | 1.2                             | 11.1                | 12.5 | 2.6                             | 3.9                      | 4.5  | 1.4                             |
| Broadcast rights .....  | (S)                             | (S)  | (S)                             | (NA)                | (NA) | (NA)                            | (NA)                     | (NA) | (NA)                            |
| Music license fees .....  | (S)                             | (S)  | (S)                             | (NA)                | (NA) | (NA)                            | (NA)                     | (NA) | (NA)                            |
| Depreciation .....  | 5.2                             | 5.8  | 3.2                             | (NA)                | (NA) | (NA)                            | (NA)                     | (NA) | (NA)                            |
| Lease and rental .....  | 8.4                             | 10.3 | 13.5                            | (NA)                | (NA) | (NA)                            | (NA)                     | (NA) | (NA)                            |
| Purchased repairs .....   | 3.5                             | 6.7  | 3.3                             | (NA)                | (NA) | (NA)                            | (NA)                     | (NA) | (NA)                            |
| Insurance .....   | 2.8                             | 3.7  | 2.6                             | (NA)                | (NA) | (NA)                            | (NA)                     | (NA) | (NA)                            |
| Telephone and other purchased communication services .....                      | 5.1                             | 4.9  | 2.1                             | (NA)                | (NA) | (NA)                            | (NA)                     | (NA) | (NA)                            |
| Purchased utilities .....   | 13.3                            | 18.2 | 2.5                             | (NA)                | (NA) | (NA)                            | (NA)                     | (NA) | (NA)                            |
| Purchased advertising .....   | 2.0                             | 2.7  | 1.9                             | (NA)                | (NA) | (NA)                            | (NA)                     | (NA) | (NA)                            |
| Taxes .....   | (S)                             | (S)  | (S)                             | (NA)                | (NA) | (NA)                            | (NA)                     | (NA) | (NA)                            |
| Other operating expenses .....  | 3.1                             | 3.0  | 1.4                             | (NA)                | (NA) | (NA)                            | (NA)                     | (NA) | (NA)                            |

S Data do not meet publication standards because of high sampling variability or poor response quality. NA Not available.